



**Tuesday, July 9th**  
**A day of equestrian sport & generosity!**

## **BRIARWOOD DERBY DAY**

If you have joined us before, welcome back! If you have just found out about this amazing horse show, we are so glad to invite you to a unique and special day that will surely become a favorite! It all began in 2010, the year that our equestrian community suffered the terrible loss of a friend and horseman, Jack Benson.

Jack was an integral part of equestrian life in New Jersey, enjoying riding, training, coaching, and showing horses. When he was diagnosed by the Hunterdon Regional Cancer Center with stage four, inoperable lung cancer he rallied to fight-the-fight and stay active. The doctors and nurses at the Cancer Center went above and beyond to give Jack state-of-the-art diagnostics, treatment and most importantly care. Their empathy helped our family and our horse community keep Jack active, positive and strong throughout a fight against the wicked disease of cancer. Jack continued to receive treatment close to home, while still teaching, coaching, hosting horse shows and doing what he loved. It is in his honor, in his style, and in his memory that we join together to put on Briarwood Derby Day.

Now in our ninth consecutive year, this horse show has raised over \$250,000 to benefit the Hunterdon Regional Cancer Center. In raising these funds, we join with Hunterdon Healthcare to support state-of-the-art, compassionate care close to home. Joining people together for "a day of equestrian sport & generosity" is what Derby Day is all about. Please join us!

Our day of generosity is so monumentally successful because it offers many levels of participation. Our competition riders jump over jumps to raise money - the better they jump, the more money they raise. Our sponsors are acknowledged throughout the showgrounds all day, often coming to participate in any way they can. Our fans come enjoy the show and perhaps bid in the Silent Auction. Our AIP (All Important People) Tent is filled with volunteers who offer event souvenirs and a shady resting place. We invite everyone to participate on any level, we are strength in numbers, as everyone is generous in their own way. Please join us!

### **THE MANY WAYS TO PARTICIPATE:**

**VOLUNTEER:** It takes a village, AND an army! We fund raise, paint jumps, build courses, setup, run and cleanup a great one-day event. We have the need for people to help for a few hours, or a full day, or more! We will distribute an Online SignUp during the first week of June which will explain the tasks at hand - something for everyone! We will need your email and/or phone number to be able to reach out to you.

**COMPETE:** We have horse show divisions for everyone! Four Hunter Derbies, Jumper Divisions, from Mini Stirrup to Adult Amateurs, and of course Leadline! Check out the prizelist and see how you would like to come join us!

**SPONSOR or ADVERTISE:** See the attached worksheet to see how you can contribute. New for 2019: Derby Day will be going live on The Plaid Horse Network! This enables our event to reach a greater audience by going live on a professional network! Some sponsorships are straight donations to the Cancer Center, and some sponsorships go to the event to ensure a great day with great competition, beautiful prizes, gifts and fun. Also, riders need pledge sponsors to be inspired to get their totals up, up and up and over the top!

**DONATE:** Our goal is to make another substantial contribution to the Hunterdon Health Care Foundation. You can pledge a rider who is competing, or you can make a direct contribution on the show day, or online at any time. Be sure to designate Briarwood Derby Day to earmark your contribution. Go to <https://foundation.hunterdonhealthcare.org/>

**ATTEND: Tuesday, July 9th**  
Princeton Show Jumping  
246 Burnt Hill Rd  
Skillman, NJ  
8:00 am until dark

**STAY IN TOUCH:**  
[www.derbyday.me](http://www.derbyday.me)  
Facebook: Briarwood Derby Day  
Instagram: bwfderbyday

**CONTACT:** Katie Benson  
[jackkate@aol.com](mailto:jackkate@aol.com)  
(908)-963-4698 or (908)-534-8833

# BRIARWOOD FARM DERBY DAY

*A day of equestrian sport & generosity!*



## Tuesday, July 9th

In memory of our friend & teacher, Jack Benson

benefiting The Hunterdon Regional Cancer Center, featuring

USHJA National Hunter Derby \* Low Hunter Derby \* Children's Pony Hunter Derby \* Hunt N' Go Derby  
and the fabulous "Ride for the Pledge" Challenge Jumper Class

Join us for this amazing horse show at the beautiful showgrounds at Princeton Show Jumping!

### **SPONSORSHIP & ADVERTISING OPPORTUNITIES**

#### **TITLE SPONSORSHIP: open**

Sponsor name will be included in all publications up to and including the event, and presenting opportunities will be available on show day. Will include signs, trophy and awards and promotion as appropriate. Contribution determined by sponsor upon acceptance by the Show Committee.

#### **LIVE STREAM ADVERTISING: \$200 and up, The Plaid Horse Network**

New for 2019, this enables our event to reach a greater audience by going live on a professional network! Contact Katie Benson for further details.

#### **DERBY SPONSORSHIP: \$500 minimum**

Naming of one of the featured events at the horse show. The prize money offered will be a draw to encourage fun competition and great rewards. Will include signs, trophy and awards as appropriate. Additional prizes may be awarded by the sponsor upon Show Committee approval.

#### **RING SPONSORSHIP: \$1000**

Naming of a show ring in all publications up to and including the event, will include signs, decoration on or in the arena(s) as per the Show Committee. Five rings are available.

#### **SOUVENIR BOOK: \$250 full page, \$150 half page, \$100 business card, \$25 one-liner**

Our Souvenir Book will be distributed throughout the show day to our exhibitors and patrons. Artwork to be submitted in a jpeg or pdf file format, and may also be used to create the placards for the showday. Artwork must be submitted by Monday, June 24th.

#### **EVENT FRIEND:**

Contribution of choice, sponsor will be listed in our Souvenir Book as an event friend, and on all promotional outreach.

#### **SILENT AUCTION DONOR:**

Silent Auction items accepted. All revenue from the Silent Auction will be direct donation to the Hunterdon Medical Center Foundation.

#### **DIRECT DONATIONS ACCEPTED:**

Contribution of choice, donations directly to: Hunterdon Medical Center Foundation. Donor will receive written acknowledgement from the Hunterdon Medical Center Foundation. Donation is possible directly at [www.foundation.hunterdonhealthcare.org](http://www.foundation.hunterdonhealthcare.org) or on the show day.

#### **RIDE-FOR-THE-PLEDGE DONATIONS:**

Come to the show and join in the fun! Sponsor a jumper rider - the more they jump, the more money we raise!! Sponsor a hunter derby rider - the higher their score from the judge, the more money we raise! Go to [www.derbyday.me](http://www.derbyday.me) for details and links.

**CONTACT: Katie Benson at (908)-963-4698 or (908)-534-8833, or email to [jackkate@aol.com](mailto:jackkate@aol.com)**

**ALL ARTWORK TO: [jackkate@aol.com](mailto:jackkate@aol.com) (jpeg or pdf, camera ready artwork)**

**Artwork creation, layout and typesetting is available as needed.**



# BRIARWOOD FARM DERBY DAY

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**Tuesday, July 9th**

SPONSOR/DONOR/ADVERTISER (as to be listed in promotion):

\_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ email: \_\_\_\_\_

**SPONSOR/ADVERTISING CHOICE (please mark):**

\_\_\_\_\_ TITLE SPONSOR \$ \_\_\_\_\_

\_\_\_\_\_ LIVE FEED by THE PLAID HORSE NETWORK \$ \_\_\_\_\_ (contact Katie for more details)

\_\_\_\_\_ DERBY SPONSOR \$ \_\_\_\_\_

\_\_\_\_\_ RING SPONSOR \$ \_\_\_\_\_

\_\_\_\_\_ SOUVENIR BOOK ADVERTISEMENT \$ \_\_\_\_\_ Size ad: \_\_\_\_\_

\_\_\_\_\_ SILENT AUCTION DONATION ITEM: Declared value: \$ \_\_\_\_\_

\_\_\_\_\_ EVENT FRIEND \$ \_\_\_\_\_

\_\_\_\_\_ DIRECT DONATION \$ \_\_\_\_\_

\_\_\_\_\_ PLEDGE A RIDER \$ \_\_\_\_\_ per jump (Jumpers) or \$ \_\_\_\_\_ per point (Hunters)

\_\_\_\_\_ OTHER (please list) \$ \_\_\_\_\_ : \_\_\_\_\_

**Checks for advertising and event support:**

payable to: Briarwood Farms Inc.

mail to: Katie Benson, 23 Brier Rd., Whitehouse Station, NJ 08889-3045

artwork must be received no later than Monday, June 23rd to be put in the Souvenir Program.

email: jackkate@aol.com

**Direct donations:**

checks payable to: Hunterdon Medical Center Foundation

mail to: HMC Foundation, 2100 Westcott Dr., Flemington, NJ 08822

reference "Briarwood Farm Derby Day" in correspondence

Online direct donations: <https://foundation.hunterdonhealthcare.org/>

Be certain to denote Briarwood Derby Day in your donation, thank you!

**All payments can be made via credit card or check.**

***Thank you for joining us for this great day of equestrian sport & generosity!***

**DERBY DAY CONTACT:**

**Katie Benson**

**email to: jackkate@aol.com cell: (908)-963-4698**